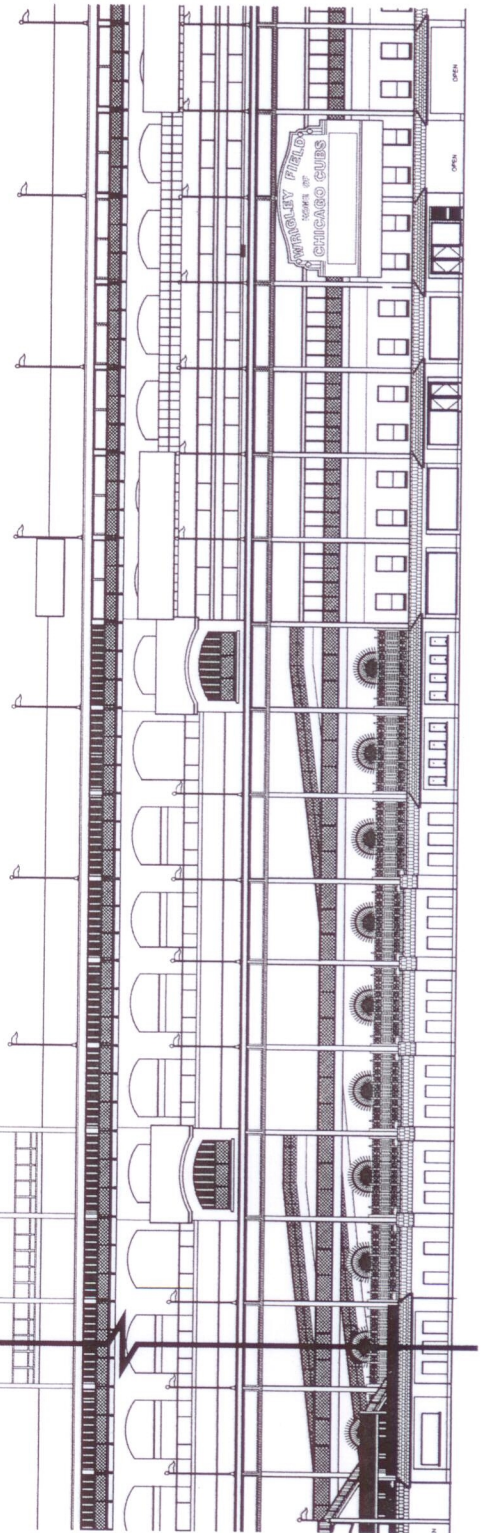
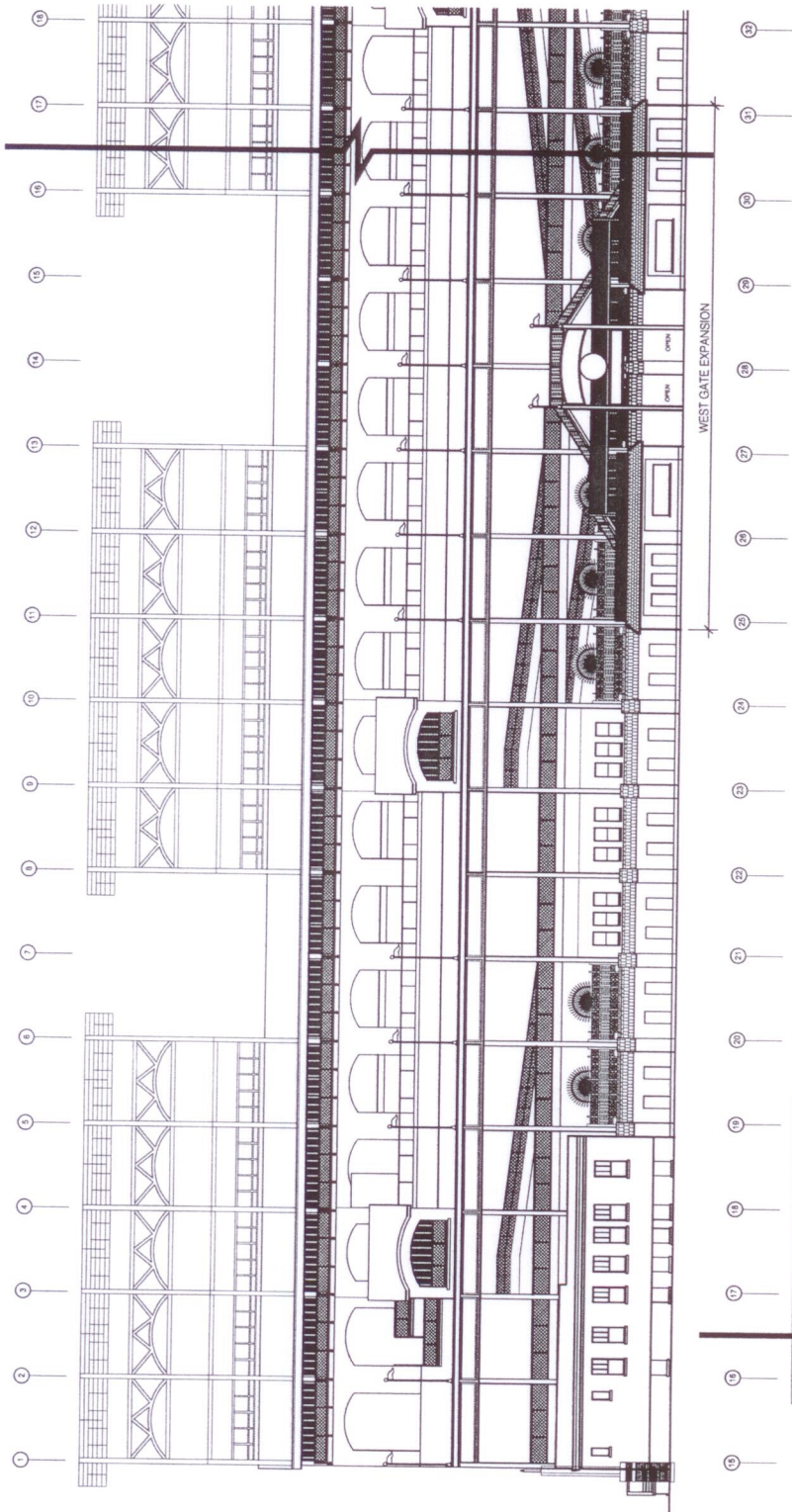


NOTE: SIGNAGE OMITTED HERE SEE PD SIGNAGE MATRIX.

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# MINI-TRIANGLE EXPANSION ELEVATIONS (SUB-AREA A)

APPLICANT: WRIGLEY FIELD HOLDINGS LLC. (AND OTHERS)  
 ADDRESS: 1060 W. ADDISON STREET  
 DATE SUBMITTED : 01 MAY 2013  
 REVISED DATE:



NOTE: SIGNAGE OMITTED HERE SEE PD SIGNAGE MATRIX.

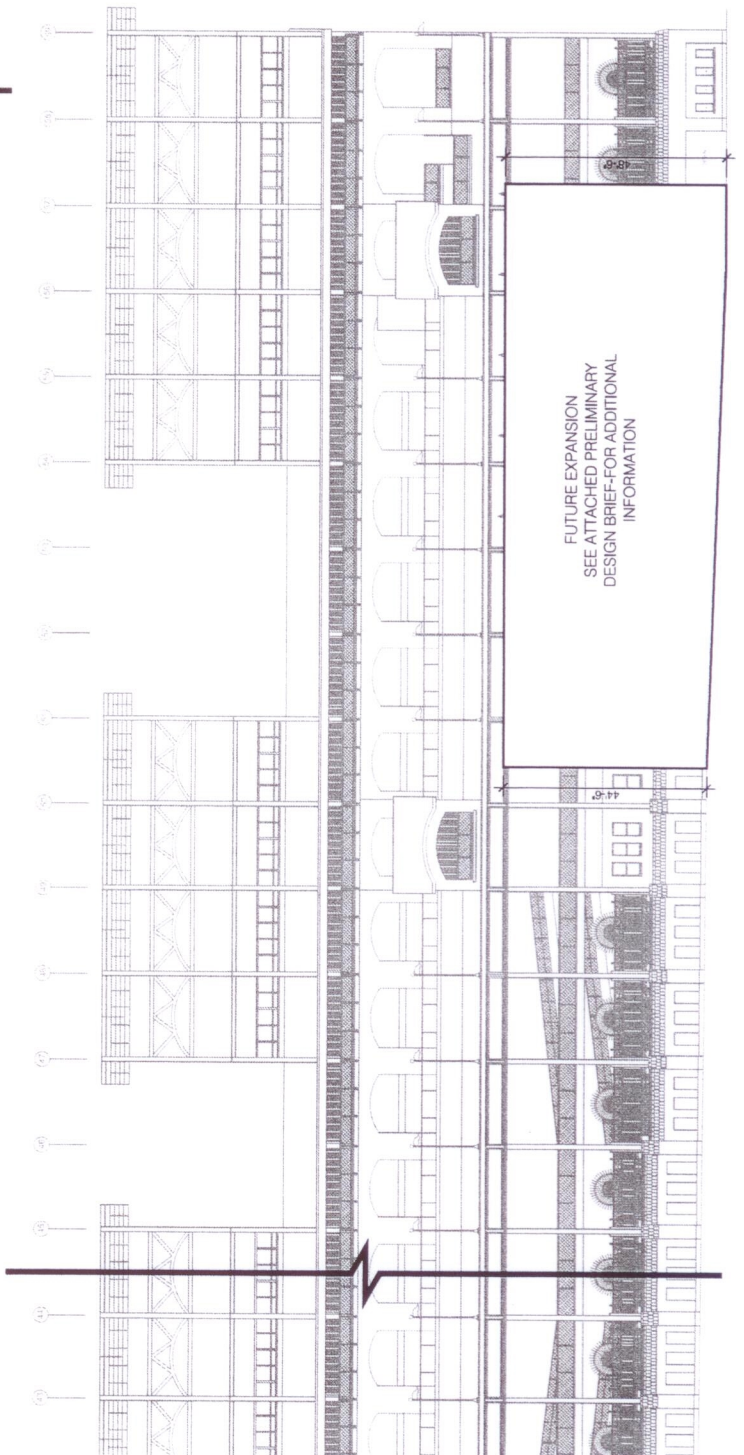
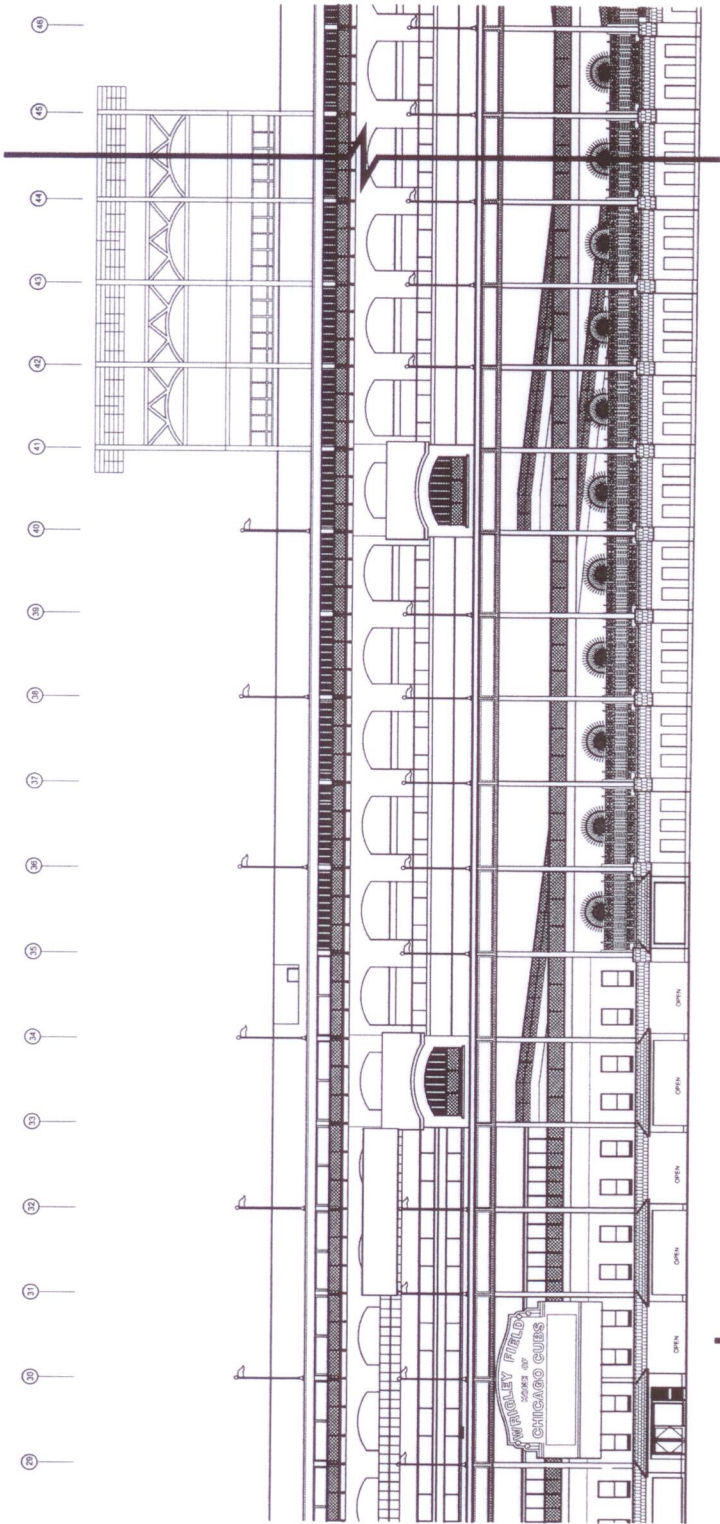
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# RESTORATION AND EXPANSION ELEVATIONS (SUB-AREA A) (1 OF 4)

APPLICANT: WRIGLEY FIELD HOLDINGS LLC (AND OTHERS)  
 ADDRESS: 1060 W. ADDISON STREET  
 DATE SUBMITTED : 01 MAY 2013  
 REVISED DATE

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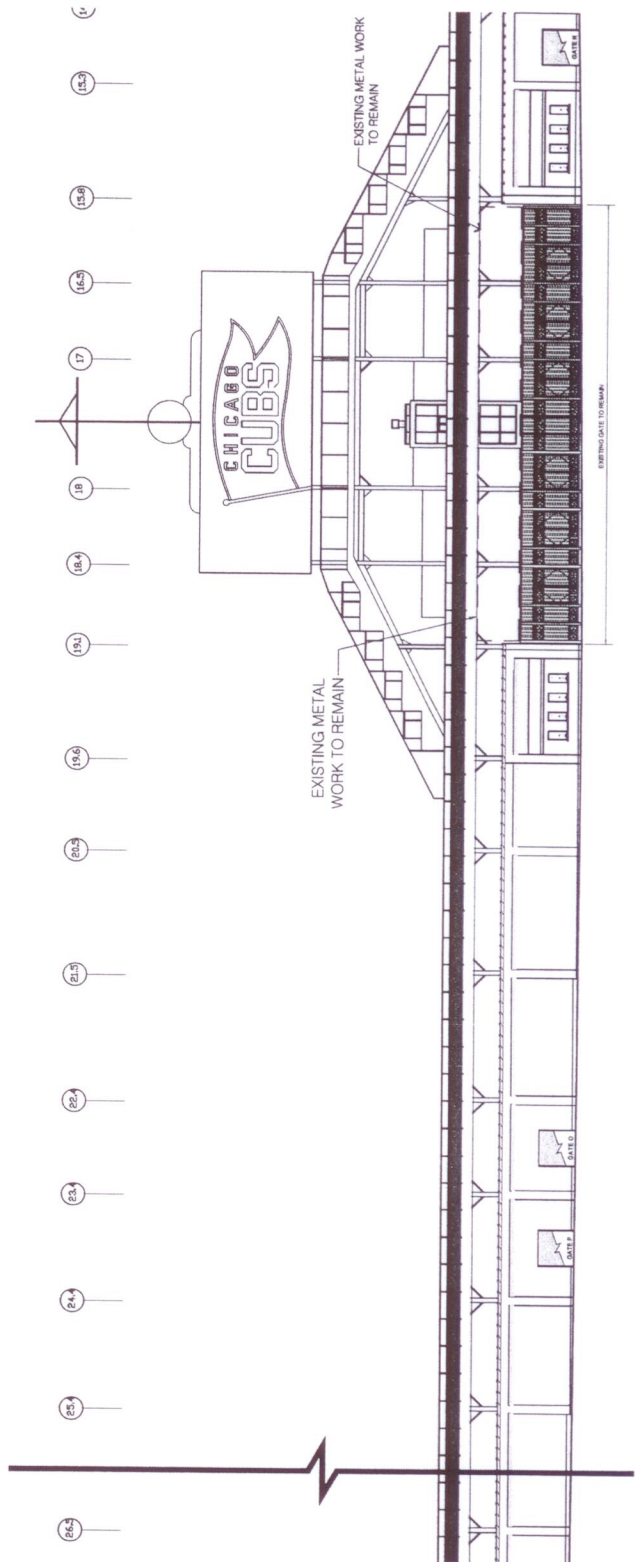
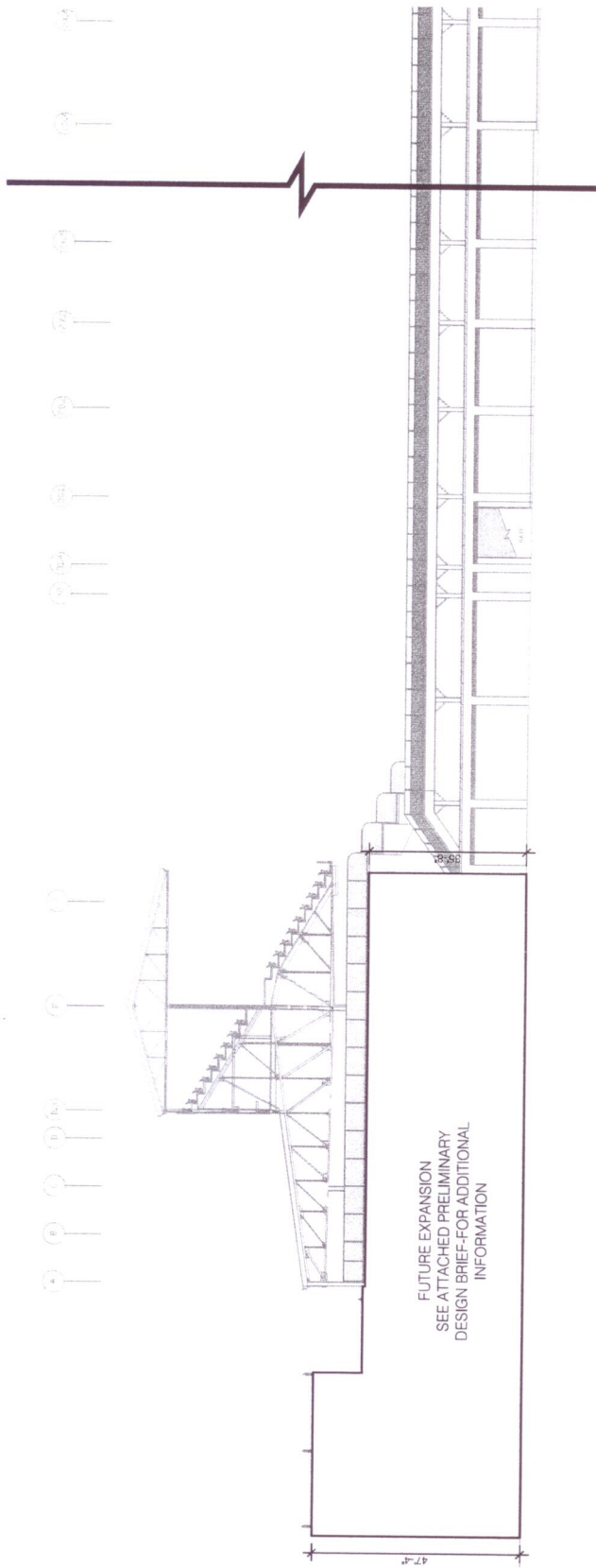
NOTE: SIGNAGE OMITTED HERE SEE PD SIGNAGE MATRIX.

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## RESTORATION AND EXPANSION ELEVATIONS (SUB-AREA A) (2 OF 4)

APPLICANT: WRIGLEY FIELD HOLDINGS LLC. (AND OTHERS)  
 ADDRESS: 1060 W. ADDISON STREET  
 DATE SUBMITTED : 01 MAY 2013  
 REVISED DATE:

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ADDITIONAL NOTE: 1,000 SF SCRIPT SIGN TO BE INCLUDED, EXACT LOCATION TO BE DETERMINED.

NOTE: SIGNAGE OMITTED HERE SEE PD SIGNAGE MATRIX.

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## RESTORATION AND EXPANSION ELEVATIONS (SUB-AREA A) (3 OF 4)

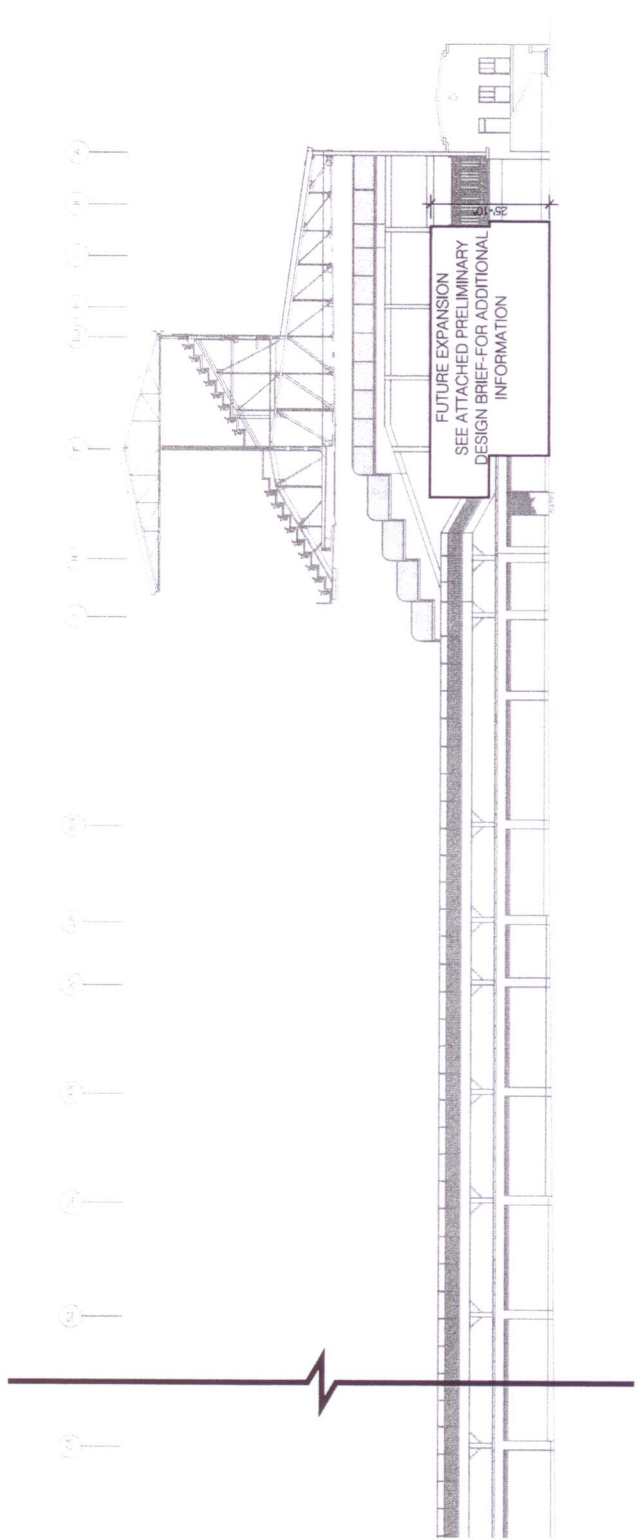
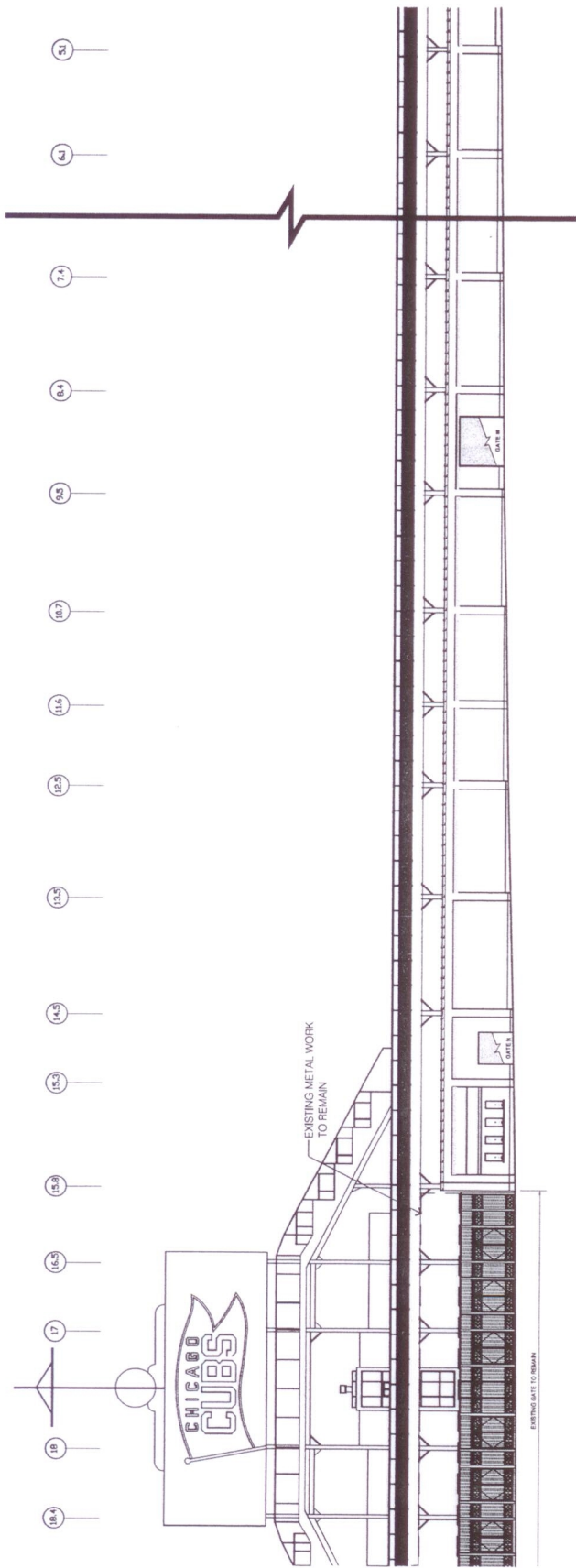
APPLICANT: WRIGLEY FIELD HOLDINGS LLC. (AND OTHERS)  
ADDRESS: 1060 W. ADDISON STREET  
DATE SUBMITTED : 01 MAY 2013  
REVISED DATE:

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ADDITIONAL NOTE: 6,000 SF VIDEO BOARD TO BE INCLUDED, EXACT LOCATION TO BE DETERMINED.

NOTE: SIGNAGE OMITTED HERE SEE PD SIGNAGE MATRIX.

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# RESTORATION AND EXPANSION ELEVATIONS (SUB-AREA A) (4 OF 4)

APPLICANT: WRIGLEY FIELD HOLDINGS LLC. (AND OTHERS)  
 ADDRESS: 1060 W. ADDISON STREET  
 DATE SUBMITTED : 01 MAY 2013  
 REVISED DATE:

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**PRELIMINARY DESIGN BRIEF**

The design brief is intended to provide a programmatic overview and design framework, which reflects the understanding of the City of Chicago and the Applicant regarding the expansion and development of portions of Wrigley Field.

**Preliminary Design Brief: Wrigley Field Southeast Expansion (Mini-Triangle)**

The Southeast expansion to Wrigley Field located at the corner of Addison Street and Sheffield Avenue is approved to include three story building approximately 44'-6" (Forty-Four feet six inches) above finished grade. The building is approved to have a total gross square foot area of approximately 15,600 (Fifteen Thousand six hundred) square feet. Each story will approximately align with the adjacent Concourse, Mezzanine and Bowl Levels of the existing ballpark. The uses of the building may include but are not limited to expansion of visitors' clubhouse, concessions, branded spaces and restroom expansion for the back of the upper terrace, retail, food & beverage (Including alcohol), vertical circulation and ancillary support for ballpark operations. The upper story roof may have an outdoor deck partially covered connecting to the ballpark. Furthermore the expansion area may provide public access to the existing gates into the ballpark.

**Preliminary Design Brief: Sheffield Grill & United Club Expansion**

The existing Sheffield Grill located at the southeast corner of the ballpark on Sheffield Avenue is approved to be expanded to approximately 1,000 (One Thousand) square feet at grade. The intended uses of the expansion may include but are not limited to concessions, retail, food & beverage (Including alcohol), vertical circulation, branded spaces, ancillary support for ballpark operations and to service the fans along Sheffield Ave. The second story may include an expansion to the existing space of approximately 1,500 (One thousand five hundred) square feet with the possibility of a second story outdoor deck of approximately 1,200 (One Thousand two hundred) square feet.

The architectural expression of this expansion will relate to the vocabulary of the existing southeast corner of Wrigley Field, by including a structural frame of primarily steel. Wall areas may include masonry and/or stucco with architectural accents with transparent and/or spandrel glazing.

PRELIMINARY DESIGN BRIEF

APPLICANT: WRIGLEY FIELD HOLDINGS LLC. (AND OTHERS)  
ADDRESS: 1060 W. ADDISON STREET  
DATE SUBMITTED : 01 MAY 2013  
REVISED DATE:

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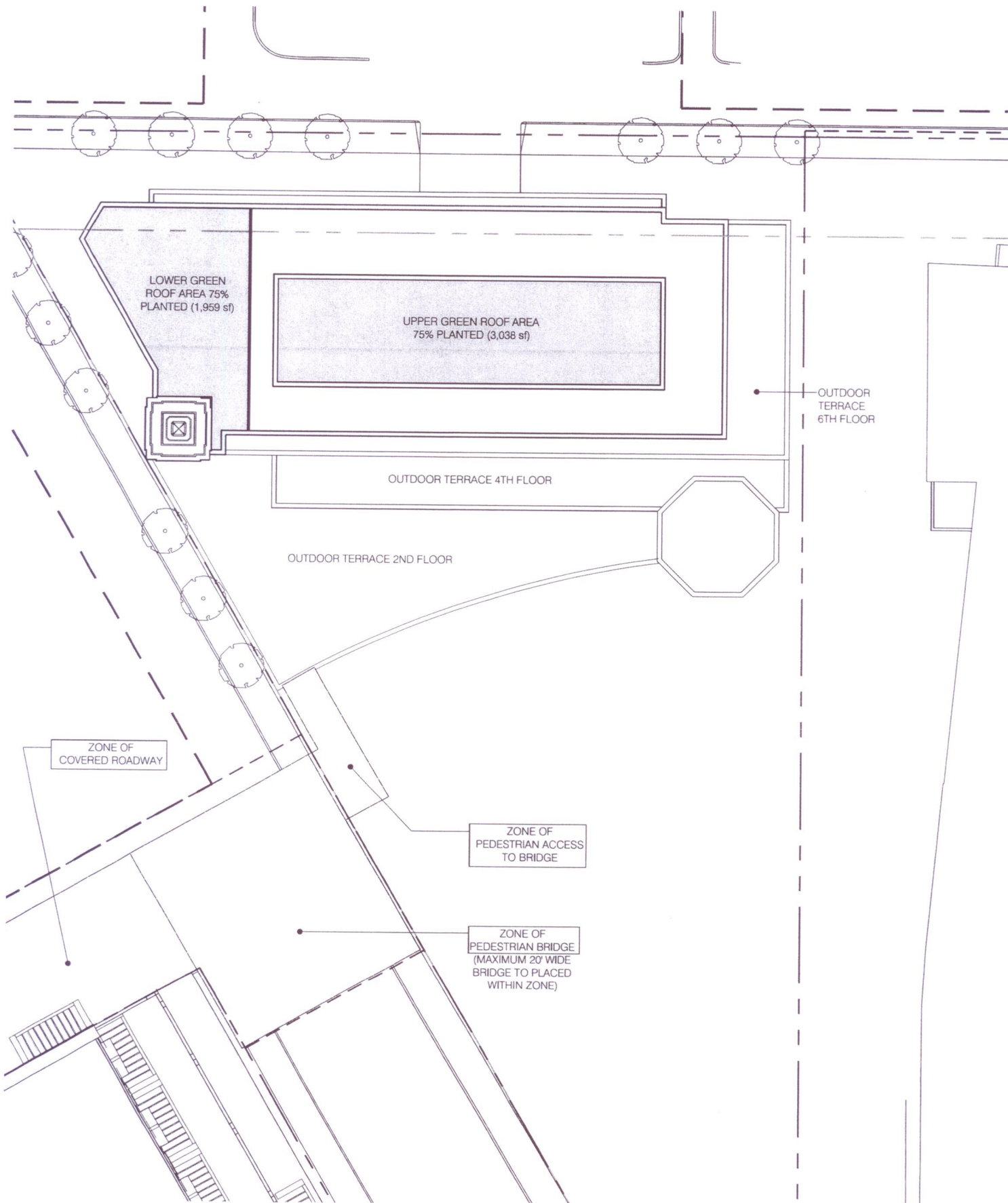


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APPLICANT: WRIGLEY FIELD HOLDINGS LLC. (AND OTHERS)  
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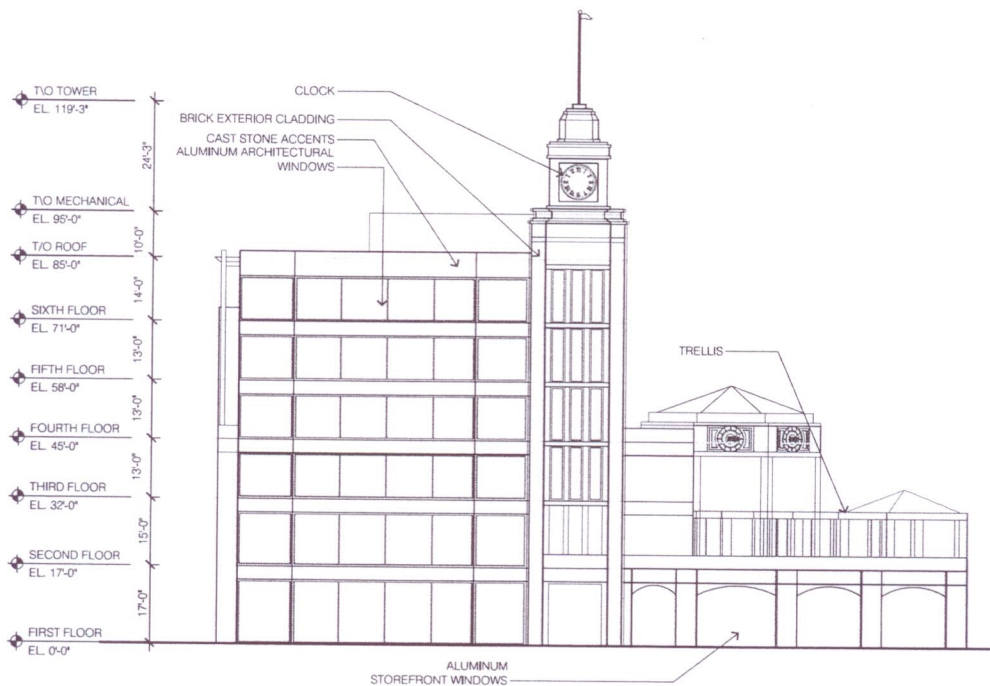
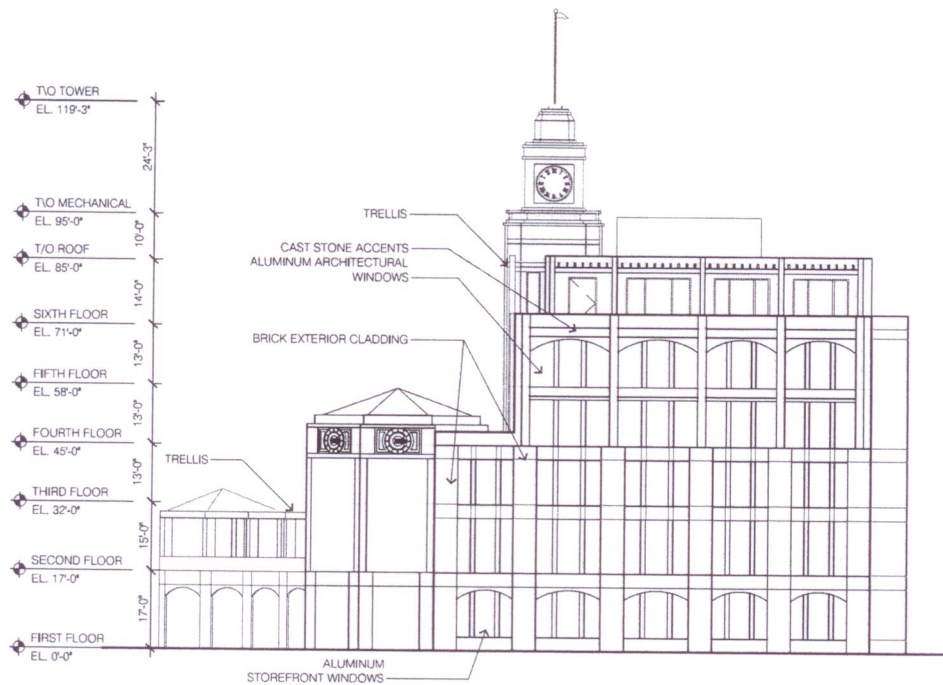


OFFICE BUILDING GREEN ROOF PLAN (SUB-AREA B)



APPLICANT: WRIGLEY FIELD HOLDINGS LLC. (AND OTHERS)  
ADDRESS: 1060 W. ADDISON STREET  
DATE SUBMITTED : 01 MAY 2013  
REVISED DATE:





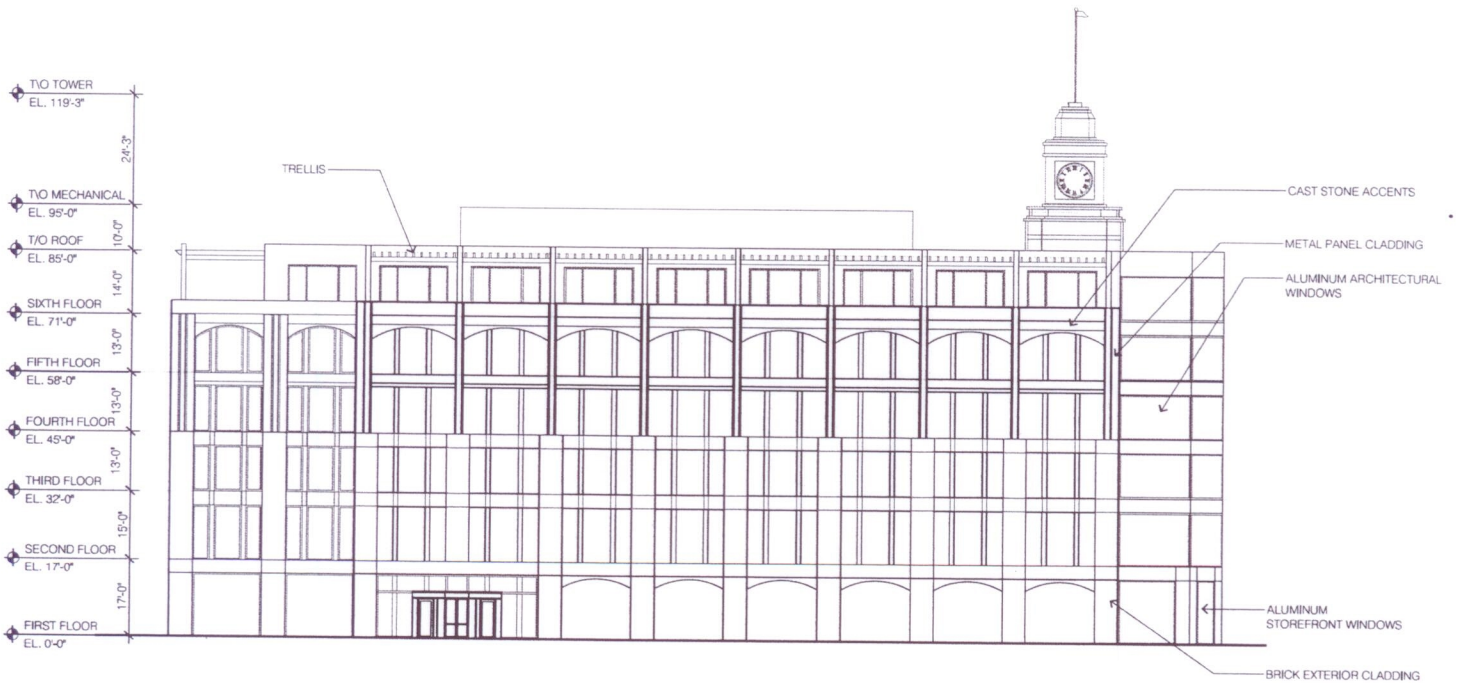
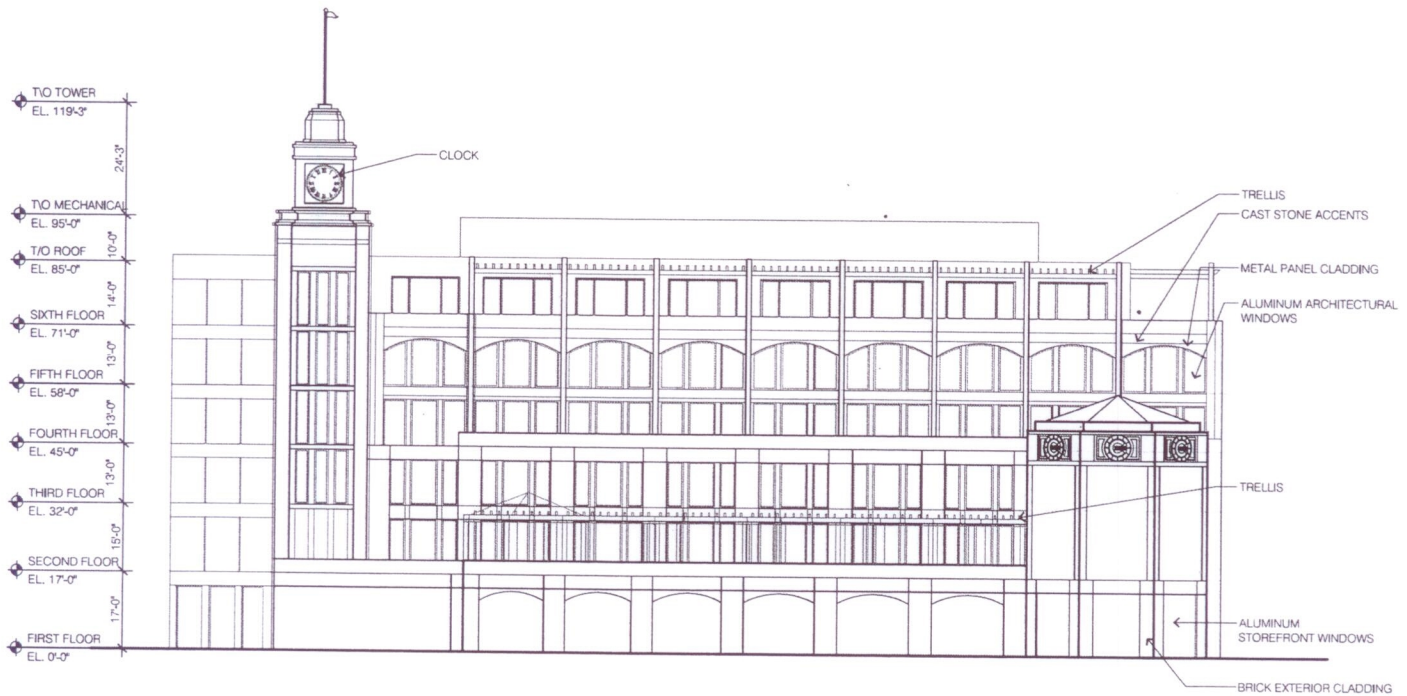
NOTE: SIGNAGE OMITTED HERE SEE PD SIGNAGE MATRIX.

# OFFICE BUILDING ELEVATIONS (SUB-AREA B)

0 20 40

APPLICANT: WRIGLEY FIELD HOLDINGS LLC. (AND OTHERS)  
 ADDRESS: 1060 W. ADDISON STREET  
 DATE SUBMITTED : 01 MAY 2013  
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## OFFICE BUILDING ELEVATIONS (SUB-AREA B)

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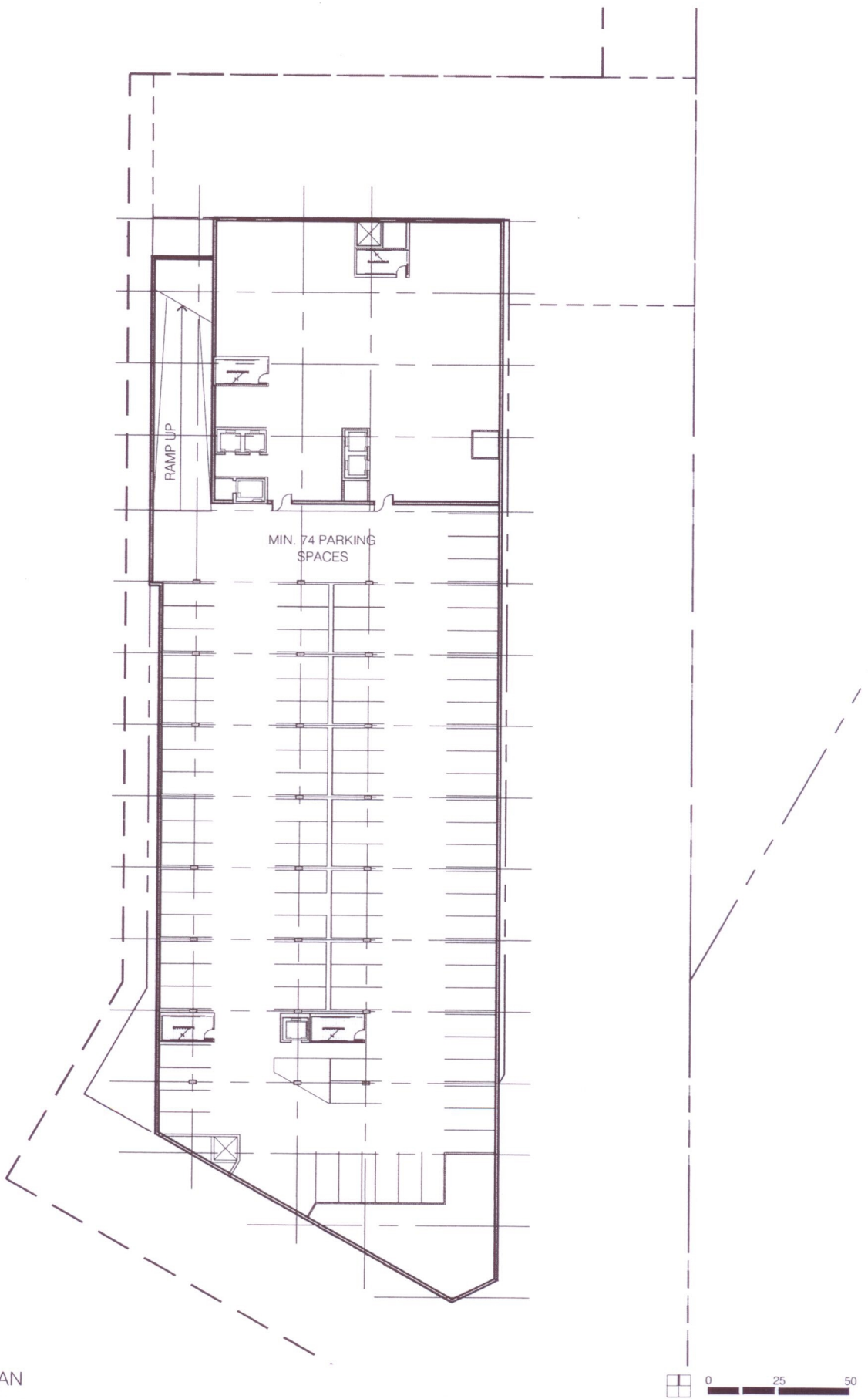
APPLICANT: WRIGLEY FIELD HOLDINGS LLC. (AND OTHERS)  
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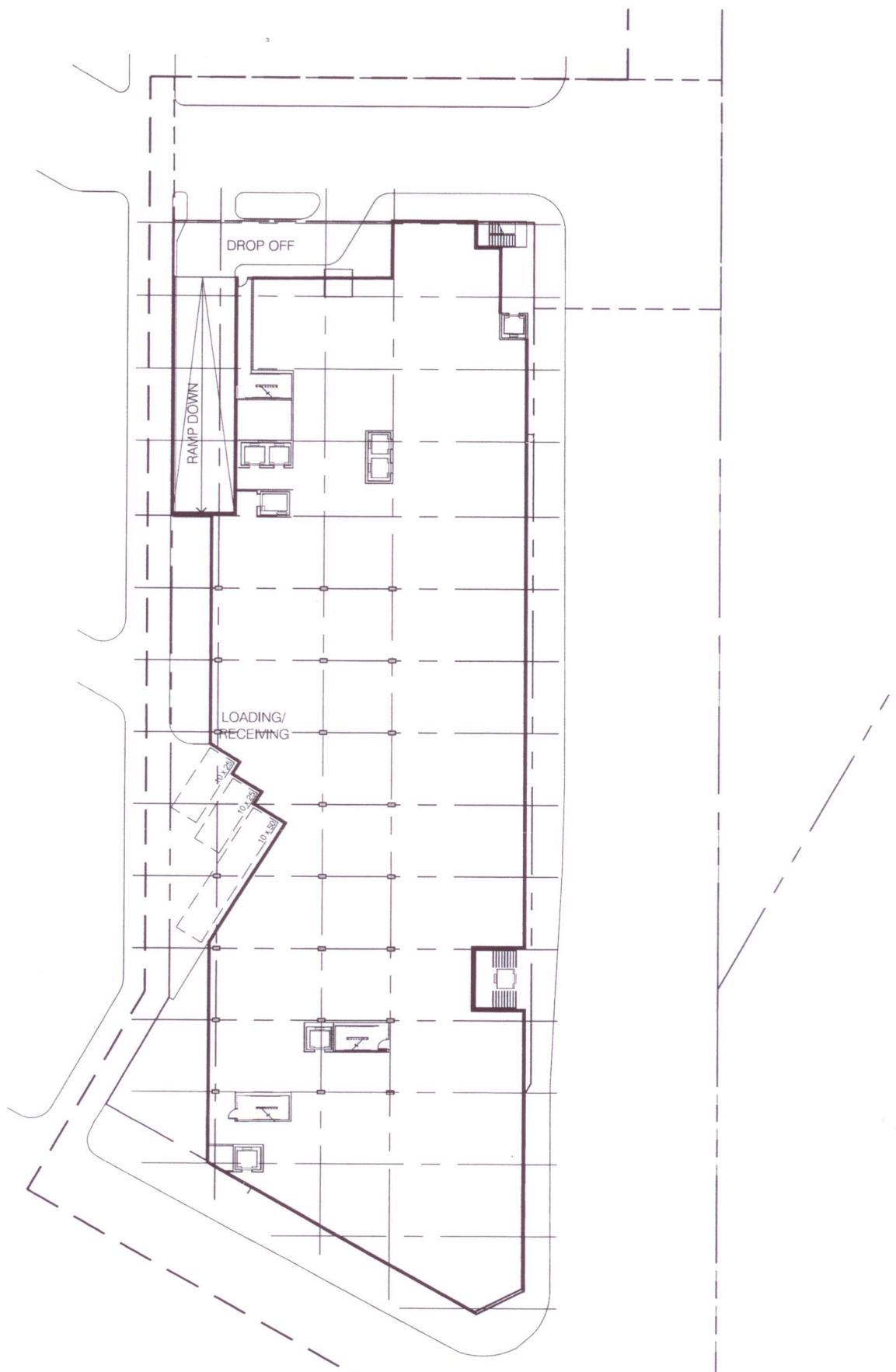
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HOTEL BUILDING PARKING PLAN

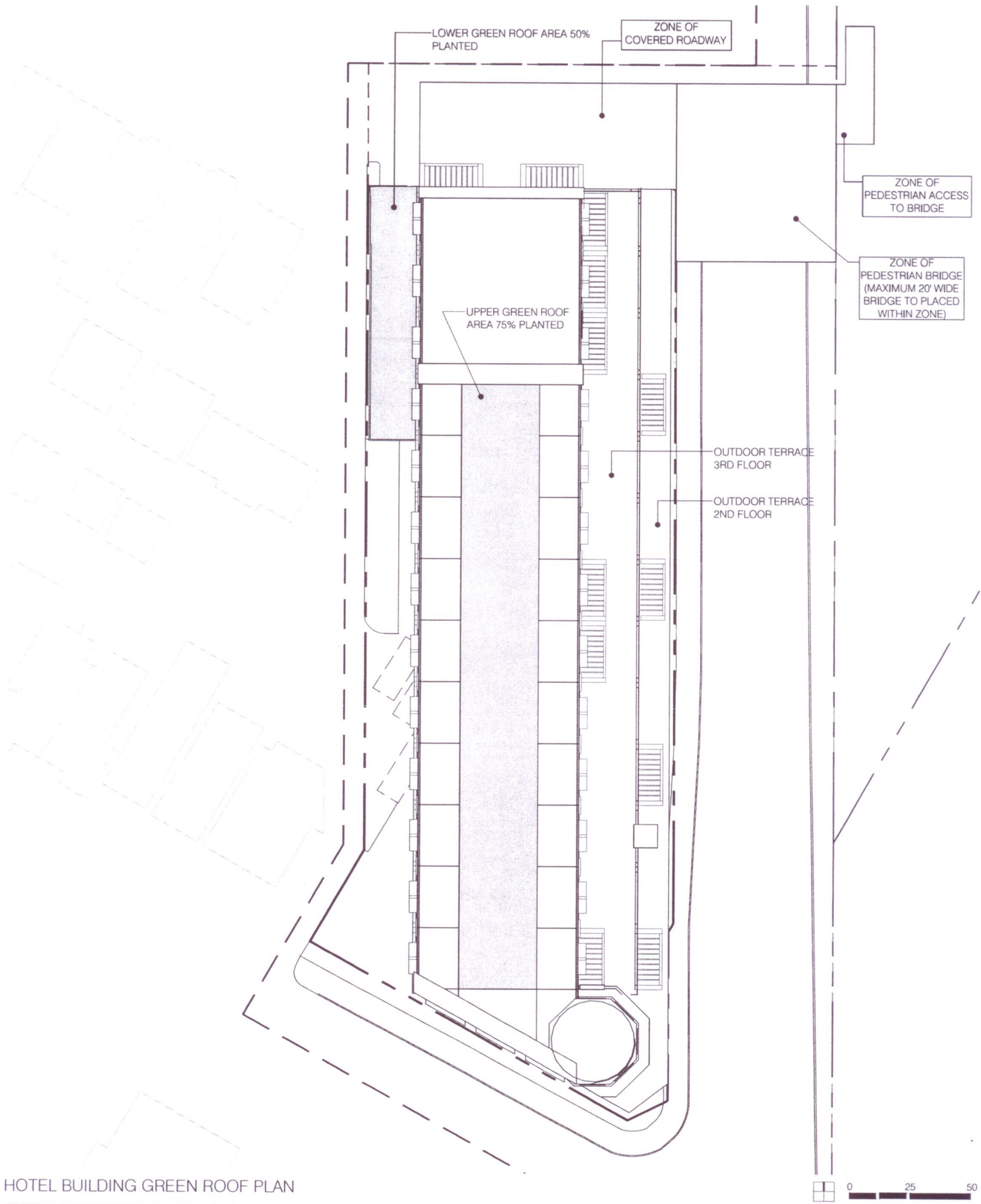
APPLICANT: WRIGLEY FIELD HOLDINGS LLC. (AND OTHERS)  
ADDRESS: 1060 W. ADDISON STREET  
DATE SUBMITTED : 01 MAY 2013  
REVISED DATE:



HOTEL BUILDING PARKING ACCESS & LOADING PLAN

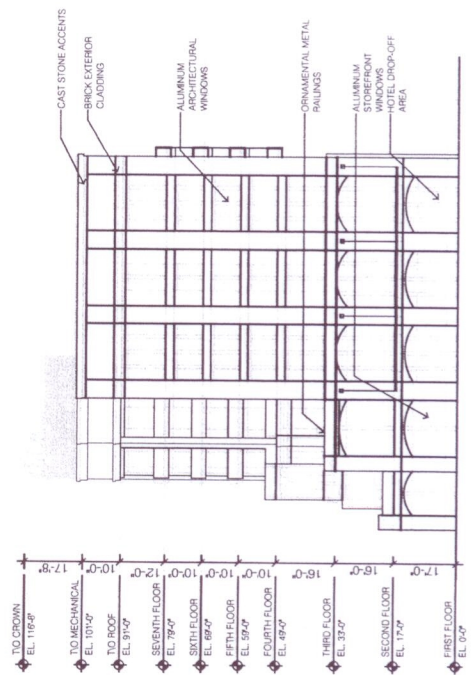
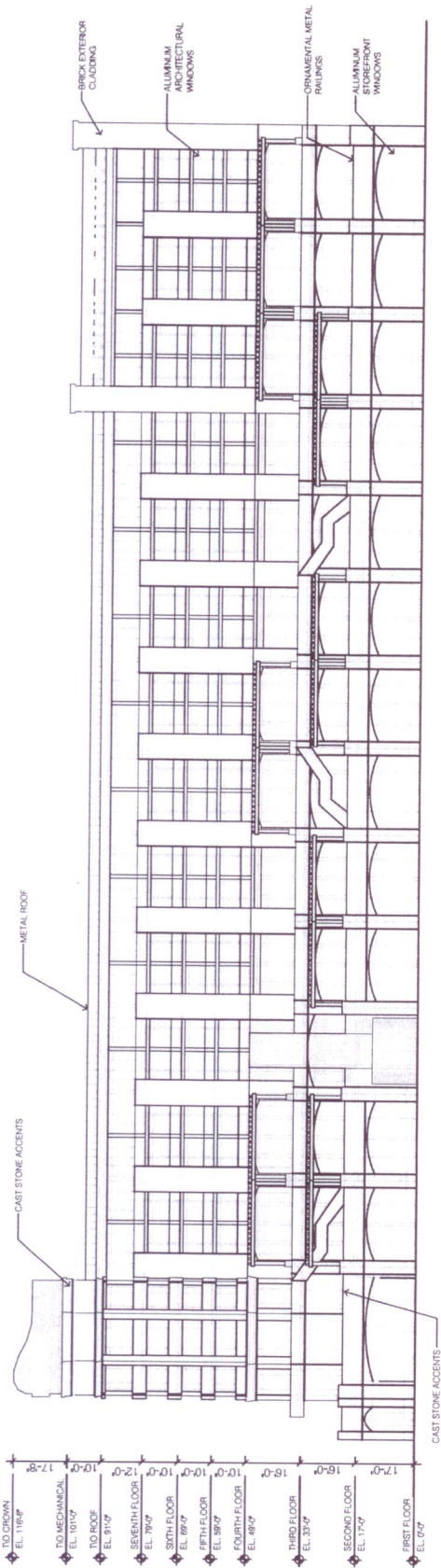
APPLICANT: WRIGLEY FIELD HOLDINGS LLC. (AND OTHERS)  
 ADDRESS: 1060 W. ADDISON STREET  
 DATE SUBMITTED : 01 MAY 2013  
 REVISED DATE:





HOTEL BUILDING GREEN ROOF PLAN

APPLICANT: WRIGLEY FIELD HOLDINGS LLC. (AND OTHERS)  
ADDRESS: 1060 W. ADDISON STREET  
DATE SUBMITTED : 01 MAY 2013  
REVISED DATE:



NOTE: SIGNAGE OMITTED HERE SEE PD SIGNAGE MATRIX.

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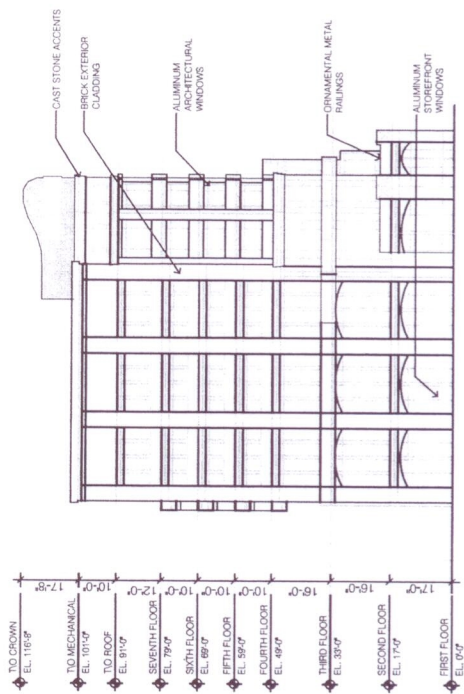
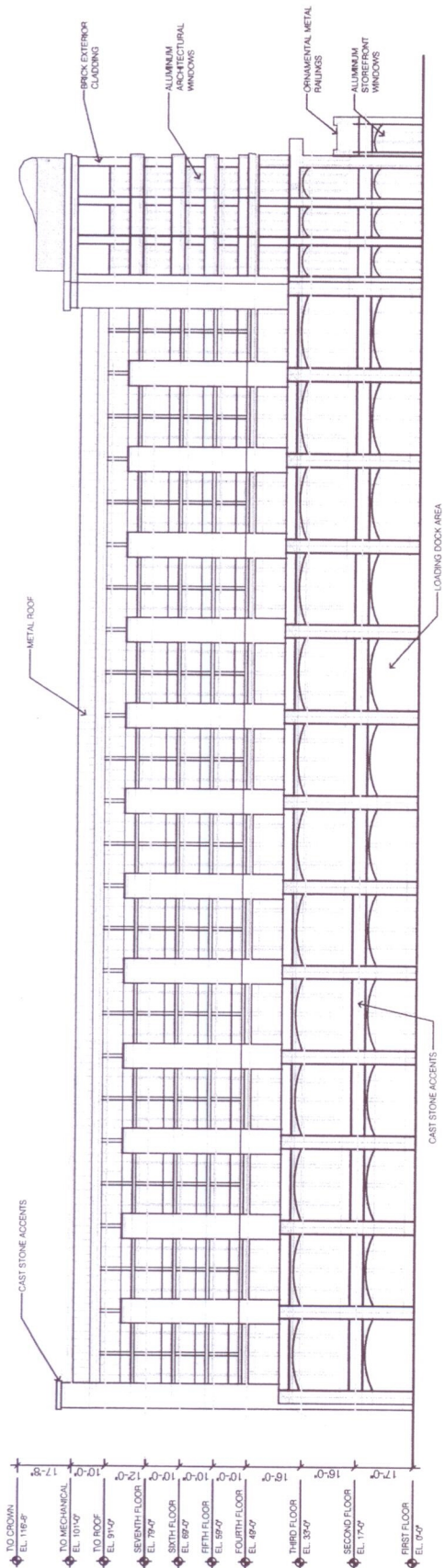
## HOTEL BUILDING ELEVATIONS

APPLICANT: WRIGLEY FIELD HOLDINGS LLC, (AND OTHERS)  
ADDRESS: 1060 W. ADDISON STREET  
DATE SUBMITTED : 01 MAY 2013  
REVISED DATE:



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## HOTEL BUILDING ELEVATIONS

APPLICANT: WRIGLEY FIELD HOLDINGS LLC. (AND OTHERS)  
ADDRESS: 1060 W. ADDISON STREET  
DATE SUBMITTED : 01 MAY 2013  
REVISED DATE:

Planned Development Signage Matrix  
May 1, 2013

Section A - Exterior Signage subject to regulation with respect to Maximum Square Footage

Applicant shall have the right and is permitted to erect, place, establish, paint, create, modify and maintain in the Planned Development all of the signs identified in the Zoning Ordinance as well as all the types of signs and the specific signs listed in the Matrix, including without limitation stylons, blade signs, banners, LED screens and ribbon boards, exposed neon lighted flush mounted and similar signage. The maximum square footage of exterior signage in the Planned Development pursuant to this Section A shall be 19,087 square feet, excluding therefrom all existing signage. Applicant shall be permitted to allocate such signage as between the Subareas in the Planned Development in such a way as Applicant may designate, which designation may, at Applicant's option, be done through a zoning and signage rights agreement, subject in all cases to the total overall maximum of 19,087 sf. The categories and allocations of signage types, sizes and location which follow in the chart below are representative of how and where such signage may be implemented by Applicant within the Planned Development and the various Subareas; as set forth herein, Applicant shall have the right to allocate and reallocate such signage in the manner set forth below or in a different manner subject only to the maximum of 19,087 square feet. No sign identified in Section B below shall be governed by this Section A. The content of any signage in this Section A shall be as determined by Applicant and may change as desired.

Description	Square Footage	Illumination	Type	Comments
<b>Hotel Parcel - Subarea D</b>				
Starwood Signage				
Bldg. Sign	600	Internal or neon		Hotel main identification building sign
Blade Sign -2	400	Internal or neon		Per tenant requirements each at 200 sf each (100 sf approximately each side)
Canopy sign	125	Internal or neon		Per tenant requirements at drop off area
Branded signs	750	Internal or neon		Located at corner of Clark & Addison at top of bldg. 6 @ 125sf each
Blade branded vertical signs	1,200	Internal or neon		Two double sided Blade signs at 300 sf each side located on Clark Street elevation at the corner of Clark & Addison & at NE corner of Hotel Bldg.
Branded Signs	900	Internal or neon		Flat wall branded signs on Clark Street bldg. facade - 3 @ 300 sf each
LED ribbon board	450	LED	LED ribbon board or ticker	Located at corner of Clark & Addison at second floor - Approximately 3'-0" x 150'-0"
Tenant Signs	360	Internal or neon		3 signs in each bay at corner of Clark & Addison - 120 sf each
Corner marquee tenant	140	Internal or neon		On Clark Street elevation
Health Club Tenant	640	Internal or neon		Assume 8 tenants at 80 sf per tenant along Clark & Addison
Tenant Signs	80	Internal or neon		Located over storefront on Clark Street elevation
McDonald's	15	Internal or neon		Location on Addison Street
Storefront sign	900	Internal or neon	Monument sign	
McDonald's Directional Sign				On the Clark Street elevation 3 showcase two or one story branded retail/activations - 300 sf each
Showcase Branded Activation				
SUB-TOTAL	6,560	SF		

<b>Office Building - Subarea B</b>				
Naming partner				
Main sign	600	Internal or neon		Located south side center of building below roof level
Secondary naming sign	275	Internal or neon		South elevation east or west end of office bldg. just below roof level. - 1 sign at 250 SF each
Clock Tower	Clock Face	Internal or neon		Clock face all four sides
Four screen video board	1,600	LED	LED video board	Four LED video boards surrounding rotunda - 4 LED video boards at approximately 400 sf each
LED Ribbon board	450	LED	LED ribbon board or ticker	Ribbon board south elevation at top of first floor 3'-0"x150'-0" Approximately
Blade vertical signs	440	Internal or neon		Vertical blade sign 2 sided attached to western edge of office bldg. Facing north & south 220 SF each side
Office Tenant signs	240	Internal or neon		Assume 3 at 80 sf each. Located at Waveland & eastern elevation of office bldg.
Tenant Signs	320	Internal or neon		Assume 4 additional tenants - Assume 80 sf per sign
Tenant Signs	200	Internal or neon		Assume 2 tenants at 100 sf each
Showcase Activation	275	Internal or neon		Branded activation zones
Second Level plaza	250	Internal or neon		Located on second level outdoor deck One branded sign at 250 sf or 2 signs at 125 sf each
SUB-TOTAL	4,650	SF		

PLANNED DEVELOPMENT SIGNAGE MATRIX

APPLICANT: WRIGLEY FIELD HOLDINGS LLC. (AND OTHERS)  
ADDRESS: 1060 W. ADDISON STREET  
DATE SUBMITTED : 01 MAY 2013  
REVISED DATE:



PLANNED DEVELOPMENT SIGNAGE MATRIX

APPLICANT: WRIGLEY FIELD HOLDINGS LLC. (AND OTHERS)  
 ADDRESS: 1060 W. ADDISON STREET  
 DATE SUBMITTED : 01 MAY 2013  
 REVISED DATE:

Bridge Spanning Clark Street		Square footage	illumination	Type	Comments
Bridge branded			Internal or neon		Located at center of bridge - north and south sides 2 branded signs at 80 sf each
SUB-TOTAL			160 SF		

Plaza - Subarea B		Square footage	illumination	Type	Comments
Stylons - 7			Internally Illuminated	Structural steel	7 stylons to be located anywhere within the plaza open space. Stylons are four sided approximately 50'-0" tall and 7'-6" wide on each of the four sides. 4 signs at top of each stylon. Naming partner of plaza - 40 sf each side LED TV's placed on two sides of each stylon - 125 sf each side Two gates. Waveland entry and south near Marquee 200 sf each - 2 signs per gate Naming rights partner - plaza approximately 10'x25' both sides of portal
Branded LED TV screens Plaza entry gates Main plaza entry Gate		1,120 1,750 825	Internal or neon LED Internal or neon	LED TV video screens	
Sponsor activation Branded walkway Stair Towers		930 200 500	Internal or neon Internal or neon Internal or neon		Five signs located within open plaza Connector walkway from upper level plaza to bridge. Faces east into open plaza Located at each east and west ends of bridge - 2 towers, branded all 4 sides - 50 sf each side
SUB-TOTAL			5,825 SF		

Wrigley Field Exterior - Subarea A		Square footage	illumination	Type	Comments
Western Gate Branded entrance arch LED Ribbon Board Bleacher Gate Back of Scoreboard Marquee/Existing to remain		110 60 Existing Existing Existing	Internal or neon LED Existing Existing Existing	LED board & ticker Existing Existing Existing	Branded entry - exposed neon 2 LED ribbon boards 2'-0" x 15'-0" each  Existing neon marquee to remain with LED board. LED neon and technology board may be upgraded
Entry gate brand Branded Activation zone Branded Activation zone Branded merchandise Branded Premium Entrance Ticket LED ribbon Marquee Restaurant Ticket office move above Mini-Triangle		120 40 14 30 30 68 60 100	Internal or neon Internal or neon Internal or neon Internal or neon Internal or neon LED ribbon or ticker Internal or neon Internal or neon	LED ribbon board & ticker      LED ribbon & ticker	Sign to be located in existing rectangle box below marquee. Existing to remain Branded activation zone signage. Neon behind glass storefront 2 flat signs - (7 sf each) Branded vertical sign flanking branded activation zone entrance Branded sign merchandise behind glass Branded premium neon sign behind glass 2 LED ribbon boards above ticket windows, 2'-0" x 17'-0" each Neon branded restaurant behind glass 2 new ticket offices that flank Centerfield bleacher gate. 100 sf for each new ticket booth LED board.
Restaurant signage United Club/Equivalent Sheffield Grill/ or equal Ticket window LED LED sign east elevation LED south elevation Store branded name Branded merchandise		200 200 200 35 176 278 150 21	Internal or neon Internal or neon Internal or neon LED ribbon or ticker LED video board LED video board Internal or neon Internal or neon	Located on Mini-Triangle building Located on Mini-Triangle building Located on east elevation of restaurant Located above ticket window 37" inches high x 57 feet long 37" inches high x 90 feet long Located on exterior storefront 3 branded neon signs behind glass storefront. Each sign 7 sf 50 banners at 40 sf each. Includes players numbers & images, important dates and accomplishments throughout Cubs history and brands.	
SUB-TOTAL			1,892 SF		
TOTAL			19,087 SF		

1 Note: Existing Marquee, LED ribbon board and all other existing signage to remain. Their square footage is not included in above calculations  
2 Note: All existing ballpark signage to remain. Their square footage is not included in the above calculations.  
3 Note: All signage for hotel & office to be below roof line.  
4 Note: Does not include LED board in left field nor the script sign in right field. Interior signage not included, regulated or subject to these calculations.  
5 Note: The total PD regulated & measured signage above is not limited to a specific subarea  
6 Note: Applicant has the right to allocate such regulated & measured signage as Applicant determines, subject to the overall maximum  
7 Note: The seven stylons may be placed anywhere in the open plaza.

Section B - Other Approved Exterior Signage.

In addition to the signage set forth in Section A, Applicant shall have the right and is permitted to erect, place, establish, paint, create, modify and maintain in the Planned Development incidental, temporary, seasonal, special event, branded directional or specific location, mobile food & beverage and retail units, branded seasonal banners, and any sign allowed in the PD, including without limitation any sign listed in this matrix and any signs not subject to Section A provided the maximum square footage of all signage shall be 16,713 square feet. Applicant shall be permitted to allocate such signage as between the Subareas in the Planned Development as Applicant may designate, which designation may, at Applicant's option, be done through a zoning and signage rights agreement, subject in all cases to the total overall maximum 16,713 sf. The categories and allocations of signage types, sizes and location which follow in the chart below are representative of how such signage may be implemented by Applicant within the Planned Development and the various Subareas; as set forth herein, Applicant shall have the right to determine the design, look feel and placement of such sign and to allocate and reallocate such signage between subareas in the manner set forth below or in a different manner generally consistent with the concept categories and allocations below, subject only to the maximum 16,713 square feet. No sign identified in Section A above shall all be governed by this Section B. The content of signage in this Section B shall be as determined by Applicant and may be changed after as desired.

Description	Square Footage	Illumination	Type	Comments
<b>Hotel Parcel - Subarea B</b>				
Directional Sign	15	Internal or neon	Monument sign	Per tenant agreement. Located along Clark Street.
Parking Garage	109	Internal or neon		Branded Garage entrance
<b>Office Building - Subarea B</b>				
Flat Roof sign	1,900	Internal or neon	letters- logo/neon	Branded flat roof sign not to extend above parapet.
Cubs retail Store Signage	216	Internal or neon	letters- logo/neon	Store name and logo - 4 signs at 54 sf each
Cub/Brand logo	25	Internal or neon	letters- logo/neon	Alternate Brand & Cubs logo 5 at 10 sf each
Cubs or affiliate tenant	120	Internal or neon	letters- logo/neon	Cubs front office - Waveland Ave.
<b>Bridge</b>				
Welcome sign	300	Concealed back light	Metal cut out letters	Welcome to district. Follows top arch of bridge. Both sides 150 sf each
<b>Plaza - Subarea B</b>				
Branded Banners	5,376	Panaflex/Internal	Event or seasonal	Assume temporary/permanent event or seasonal banners on each of the four sides - 8'x24' each side
Branded Plaza Baseball art	1,000	Lighted Neon	Art	Location plaza - TBD
Branded Lighted neon baseball art	900	Lighted Neon	Art	Oversized neon baseball art. Location plaza - TBD
Branded Temporary event signs	1,015	static	letters- logo/neon	Temp signs in plaza only for event.
Branded Trolley/Train Cars- reproductions	1,440	Painted or neon	Painted or exposed neon	9 mobile trolley/train reproduction cars located throughout plaza @160 sf per train car
Branded Decorative metal gates	320	Metal	Metal cut out logo	Decorative metal gates - mobile. 4 sf metal logo in each 12'-0" panel. Total 80 panels
<b>Wrigley Field Exterior - Subarea A</b>				
Gate Name sign	65	Internal or neon		Branded gate - exposed neon
Concession/ticket	42	Internal or neon		3 flat signs each side of entry concession/tickets. 7 sf each - total 21 sf per side- 42 sf total
Cubs logo	50	Internal or neon		Cubs logo centered over entry - exposed neon
Informational signage exterior ballpark	350	Surface lighted		Number of signs will vary - directional located around ballpark
Gate K	225	Internal or neon		1 sign branded entrance
Gate K Ticket window	80	Internal or neon		Located above ticket window.
Gate ID signs along Sheffield & Waveland	175	Flat-face lighted	Flat-face lighted - painted	Branded gate ID names located along Sheffield & Waveland
Cubs Merchandise	14	Internal or neon		Two signs flanking Cubs merchandise store
Premium Entrance	25	Internal or neon		Three signs flanking premium entrance
Ticket office	21	Internal or neon		Three signs flanking ticket windows. 7 sf each
Ticket will call premium branded	20	Internal or neon		Will call branded neon letters behind glass
Ticket Window	35	Internal or neon		Located above ticket window
Cubs Merchandise	200	Internal or neon		2 signs - logo and store name 100 sf each. Located along Addison Street and over store entrance
Cubs logo	65	Internal or neon		1 neon logo sign located on south elevation.
Branded Gate D signage	70	Internal or neon		Branded gate entry over Gate D entrance
Branded vertical sign Gate D	20	Internal or neon		Branded vertical flat sign flanking Gate D entry
Branded Gate D vertical sign	160	Internal or neon		Vertical double sided neon gate branded sign attached to south east corner of mini-T bldg. 80 sf per side
Concessions on Sheffield	160	Internal or neon		2 branded concessions built into bleacher wall. 2 at 80 sf each
Historic banners	2,200	Fabric/nylon/panaflex	Static	Placed around exterior of ballpark including Addison, Sheffield & Waveland hung off of back of bleachers etc.
<b>Total Other Authorized Signage</b>	<b>16,713</b>	<b>SF</b>		
<div>1 Note: Permitted and allowed (including directional branded signage, seasonal branded banners, players images etc.) are allowed and exempt from regulation under the PD and the sf are excluded from the types and calculations of maximum signage on the Property.</div> <div>2 Signage interior to the ballpark is exempt from regulation and not calculated here.</div>				

PLANNED DEVELOPMENT SIGNAGE MATRIX